



2021 Edelman Trust Barometer Special Report

Trust and the Coronavirus in the U.S.

Eieldwork: March 5 – March 8, 2021 Data in this report is compared to several past Trust Barometer Special Reports:

Trust and the Coronavirus (March 16, 2020) Brands and the Coronavirus (March 30, 2020) Spring Update (May 4, 2020) 2021 Edelman Trust Barometer (January 13, 2021)

Margin of error

- U.S. total margin of error: +/- 2.0% (n=2,500)
- Ethnicity-specific data margin of error: Non-Hispanic White +/-2.5% (n=1,590); Black, Latinx, and Asian American +/- 5.1% to 7.8% (n=min 159, varies by ethnicity)

U.S. Online Survey

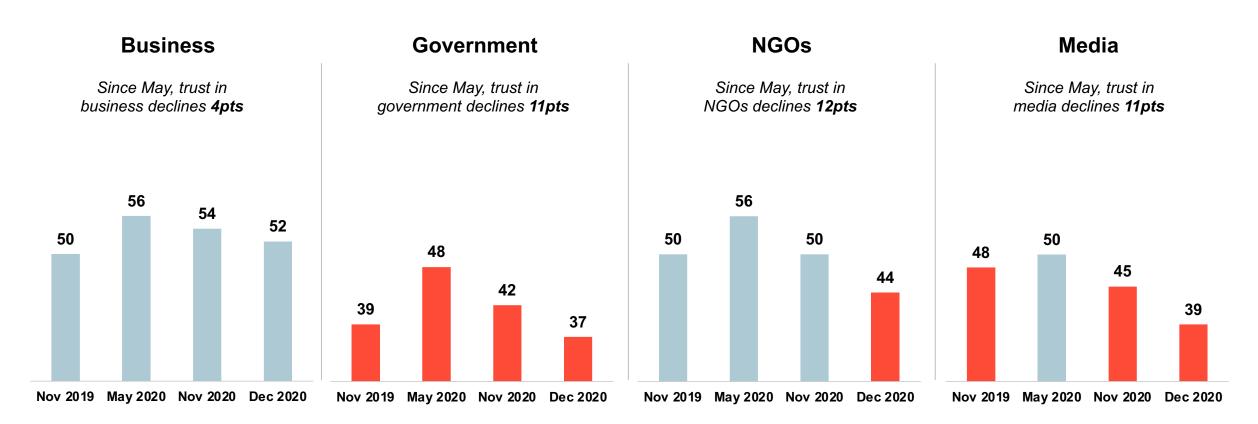
- 2,500 general population respondents
- All data is nationally representative based on age, region, gender, ethnicity

Demographic Composition of March 2021 Sample

Male	48%	White	63%	Trump voters	31%
Female	51%	Black	12%	Biden voters	54%
		Latinx	16%		
18-34	30%	Asian American	6%		
35-54	32%				
55+	38%	Northeast	19%	Urban	37%
		Midwest	23%	Suburb	45%
		South	36%	Rural	17%
		West	22%		

U.S. TRUST DECLINES ACROSS ALL INSTITUTIONS FOLLOWING SPRING SURGE

Percent trust





Distrust

(1-49)

Neutral

(50-59)

Trust

(60 - 100)

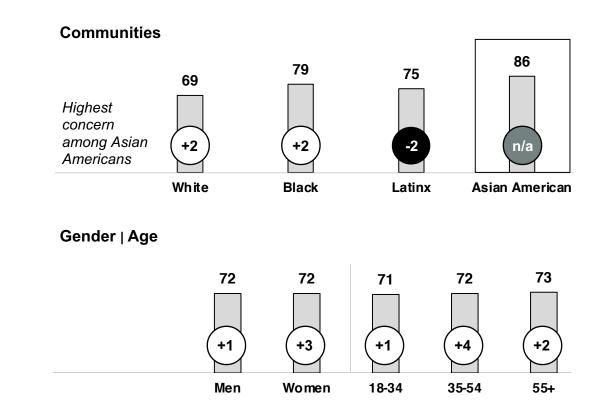
THE AMERICAN TRAUMA

VIRUS CONCERNS REMAIN HIGH

Percent of Americans who are concerned about the virus

+

Change, March 2020 to March 2021

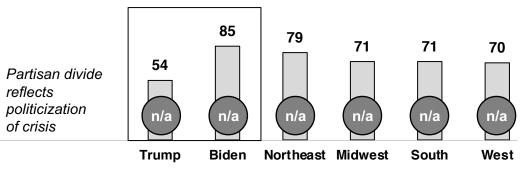




U.S. general population

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q2. How concerned are you about the virus in general? 7-point scale; top 3 box, concerned. General population, U.S., and by demographics. This data was tracked back to the *2020 Trust Barometer Special Report: Trust and the Coronavirus.*

Voted for... | Region



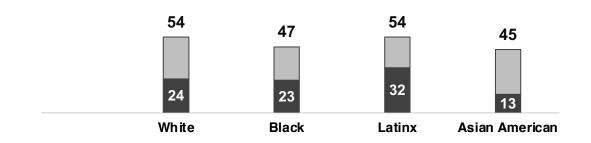
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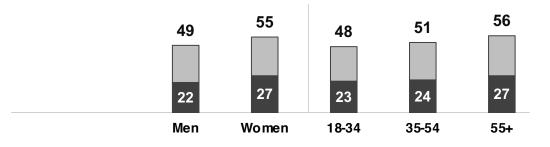
MORE THAN HALF HAVE EXPERIENCED COVID HEALTH IMPACT

Percent of Americans who have experienced health impact due to the pandemic

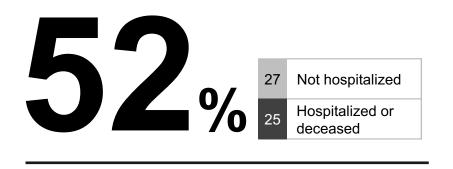
Communities



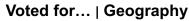
Gender | Age

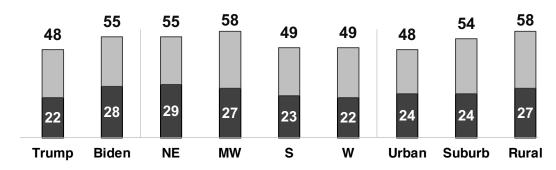


I have personally contracted Covid, or know someone who has



U.S. general population





2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. COV_CON. Which of the following have happened to you as a result of the coronavirus pandemic? Pick all that apply. General population, U.S., and by demographics. "I Personally contracted Covid or know someone who has" is a net of attributes 1 and 2. "Not hospitalized" is the difference between the net and attribute 2.

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MAJORITY OF AMERICANS STILL IN PANDEMIC SURVIVAL MODE

Communities of color

report much higher

pandemic mindset

Which best describes how you're feeling?

65 63 61 47 AGES TOPS JS ST Asian American TRUMP VOIETS Northeast Women Siden voters Midwe st White Slac4 latin+ Aces 55x Men SOUTH West

Trump voters far more ready to return to pre-pandemic life

U.S. general population

67% I am still in a pandemic mindset – worried about my safety and operating in survival mode

VS

I feel that the pandemic is largely behind us and I am taking advantage of every opportunity I can to get back to my pre-pandemic life as quickly as possible

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. LIFE_CHOICE. You are about to see two choices. We want you to choose the one that best describes how you are feeling. General population, U.S., and by demographics.

MOST AMERICANS NOT READY FOR RETURN TO NORMAL

Which would or do you feel safe doing right now?

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. SAFE. Which of the following would you, or do you, feel safe doing right now? Pick all that apply. General population, U.S., and among those who have been vaccinated (VACCINE2/1).

U.S. general population		
		Among those who have been vaccinated
Going to doctors' offices	56	69
Shopping in stores	55	57
Dining indoors at restaurants	33	33
Staying at hotels	31	33
Going to my workplace	28	24
Getting salon services	28	33
Sending kids to schools	27	26
Visiting elderly family members	25	26
Meeting friends without social distancing	25	21
Flying commercial airlines	20	23
Using public transportation	16	13

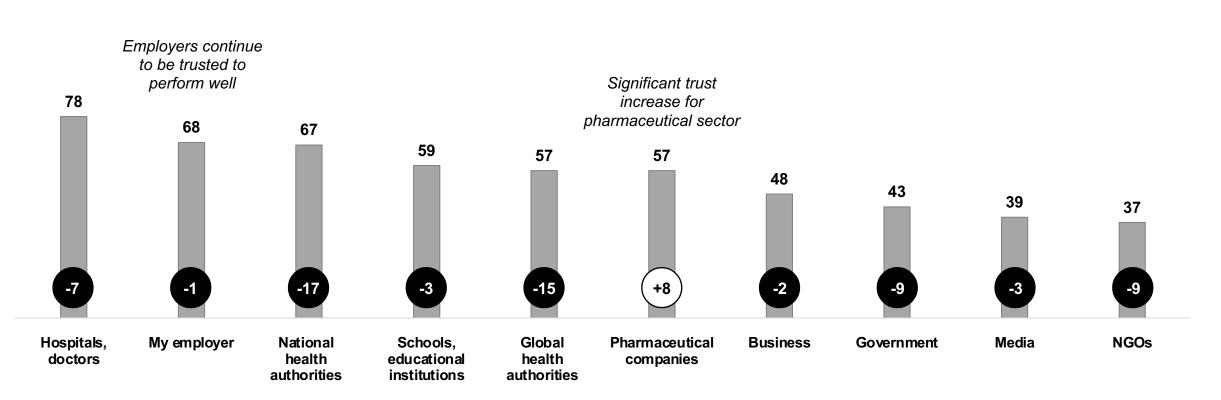
Vaccination does not confer immediate peace of mind about resuming normal activities

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LOW TRUST IN PANDEMIC RESPONSE

ONE YEAR INTO THE PANDEMIC, INSTITUTIONS EVEN LESS TRUSTED TO RESPOND

Percent of Americans who trust each of the following to respond effectively and responsibly to the pandemic



2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q11. Please indicate how much you trust each of the following to respond effectively and responsibly to the coronavirus pandemic. 9-point scale; top 4 box, trust. General population, U.S. "My employer" asked among those who are employed (Q43/1). This data was tracked back to the 2020 Trust Barometer Special Report: Trust and the Coronavirus.

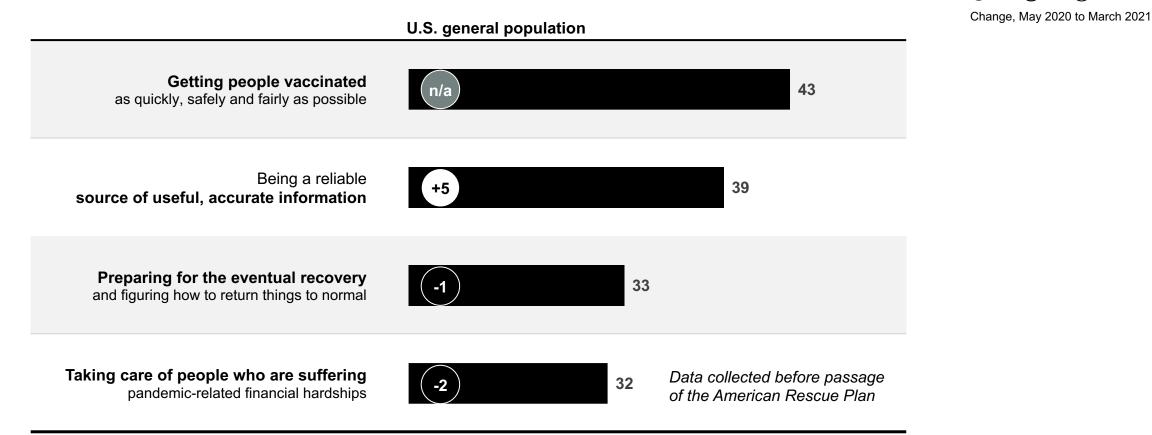
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Change, March 2020 to March 2021

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GOVERNMENT FAILING TO ADDRESS CRISIS OR PLAN FOR THE FUTURE

Percent of Americans who say the national government is doing well on each of the following during the pandemic



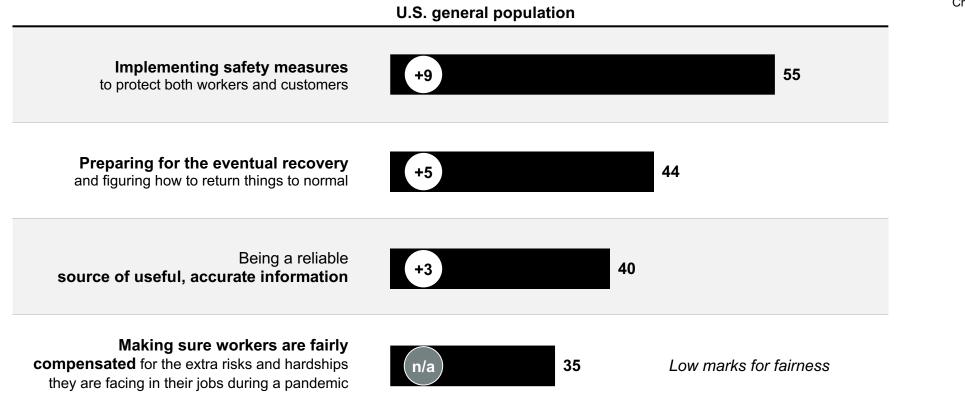
2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. NEW_PER_NATGOV. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe the national government of your country is currently doing each of the following? 5-point scale; top 2 box, doing well. General population, U.S. This question was tracked back to the *2020 Trust Barometer Special Report: Spring Update.*

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Since May 2020,

IMPROVED MARKS FOR BUSINESS PANDEMIC RESPONSE

Percent of Americans who say business in general is doing well on each of the following during the pandemic



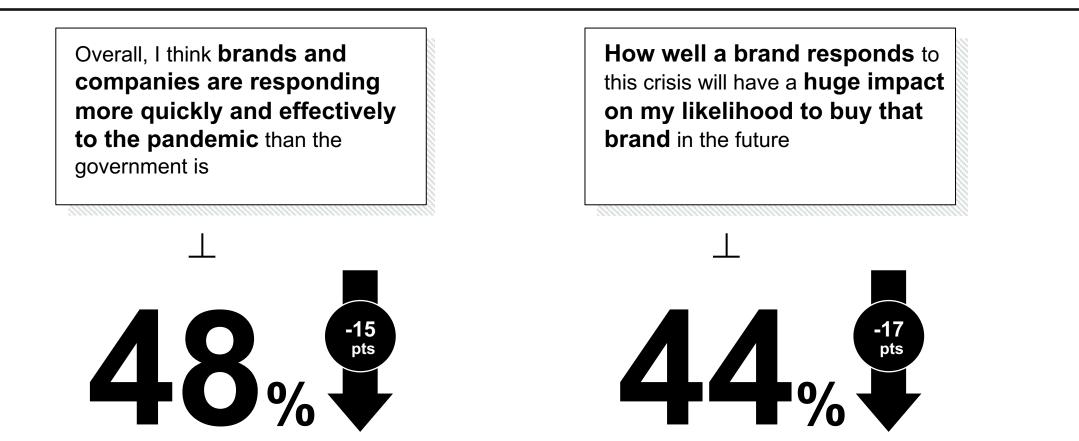
Change, May 2020 to March 2021

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. NEW_PER_BUS. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe business in general is currently doing each of the following? 5-point scale; top 2 box, doing well. General population, U.S. This question was tracked back to the 2020 Trust Barometer Special Report: Spring Update.

BRAND RESPONSE STILL CRITICAL BUT LESS ACUTE

Percent of Americans who agree

Change, March 2020 to March 2021

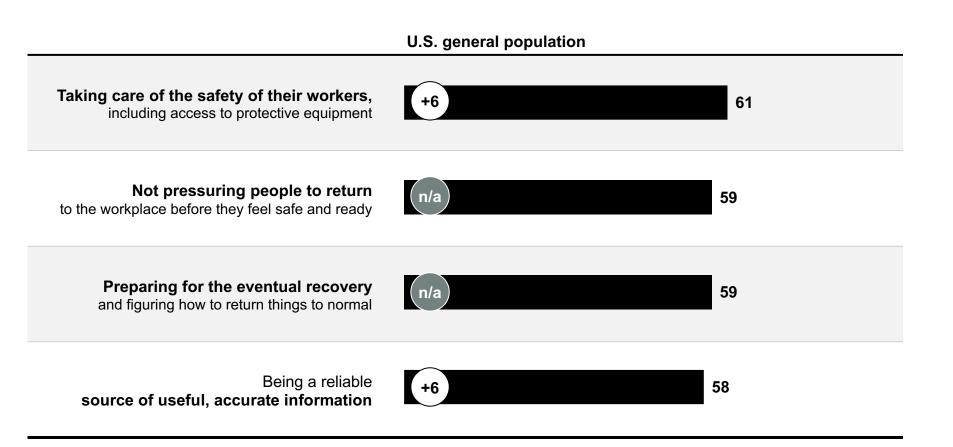


2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. CV2_Q2. Please indicate how much you agree or disagree with the following statements about brands and how they are responding to the current coronavirus pandemic. 9-point scale; top 4 box, agree. General population, U.S. This data was tracked back to the 2020 Trust Barometer Special Report: Brands and the Coronavirus.

Since May 2020,

MAJORITY APPROVE OF EMPLOYER PANDEMIC RESPONSE

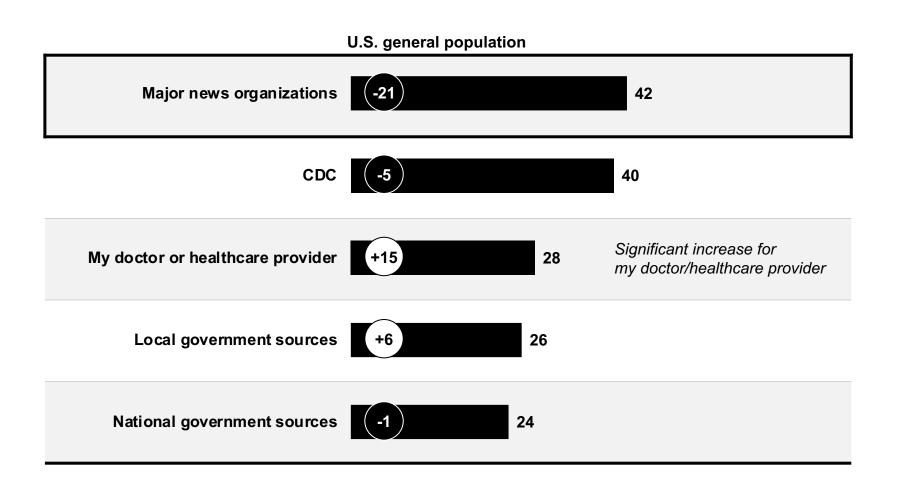
Percent of Americans who say their employer is doing well on each of the following



2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. PER_EMP. When it comes to how your employer has performed thus far during the COVID-19 pandemic, how well do you believe it is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked among those who are employed (Q43/1). General population, U.S. This question was tracked back to the *2020 Trust Barometer Special Report: Spring Update.*

AMERICANS RELYING LESS ON NEWS OUTLETS FOR PANDEMIC INFORMATION

Percent of Americans who get information about the virus from each source



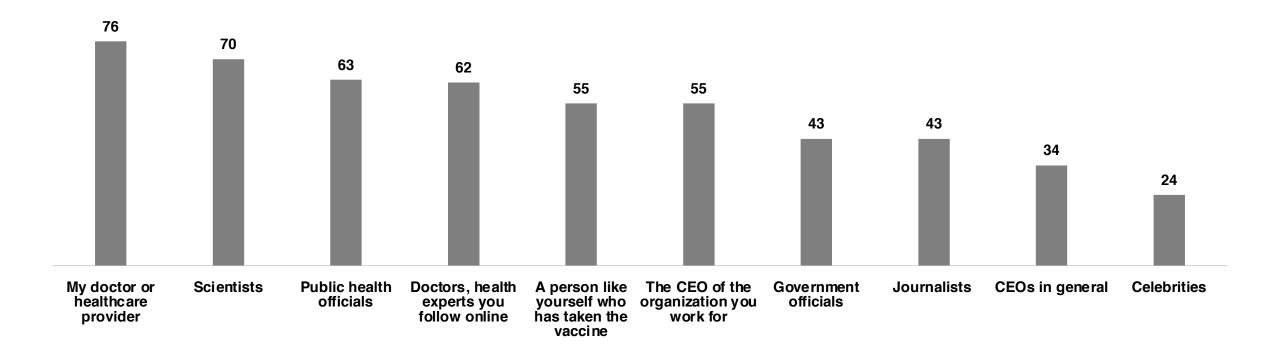


2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q4. Where are you getting most of your information from about this virus? Pick all that apply. General population, U.S. This data was tracked back to the 2020 Trust Barometer Special Report: Trust and the Coronavirus.

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DOCTORS, SCIENTISTS MOST TRUSTED FOR VACCINE INFORMATION

Percent of Americans who trust each source to tell the truth about the COVID-19 vaccines



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2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q13. Please indicate how much you trust each of the following sources to tell you the truth about COVID-19 vaccines. 9-point scale; top 4 box, trust. General population, U.S. Journalists is an average of attributes 8 and 9. "The CEO of the organization you work for" asked among those who are employed (Q43/1).

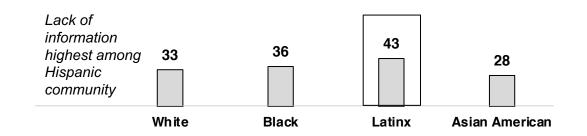
VACCINE INFORMATION, ACCESS AND CONFIDENCE

MORE THAN 1 IN 3 LACK ACCESS TO VACCINE INFORMATION

Percent of Americans who agree

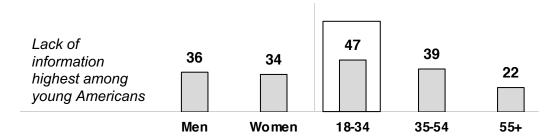
I do <u>not</u> have the information I need to decide whether or not it is safe and worthwhile to get vaccinated

Communities



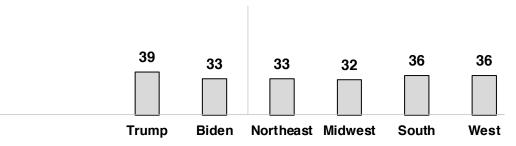
Gender | Age

Voted for.. | Region





U.S. general population



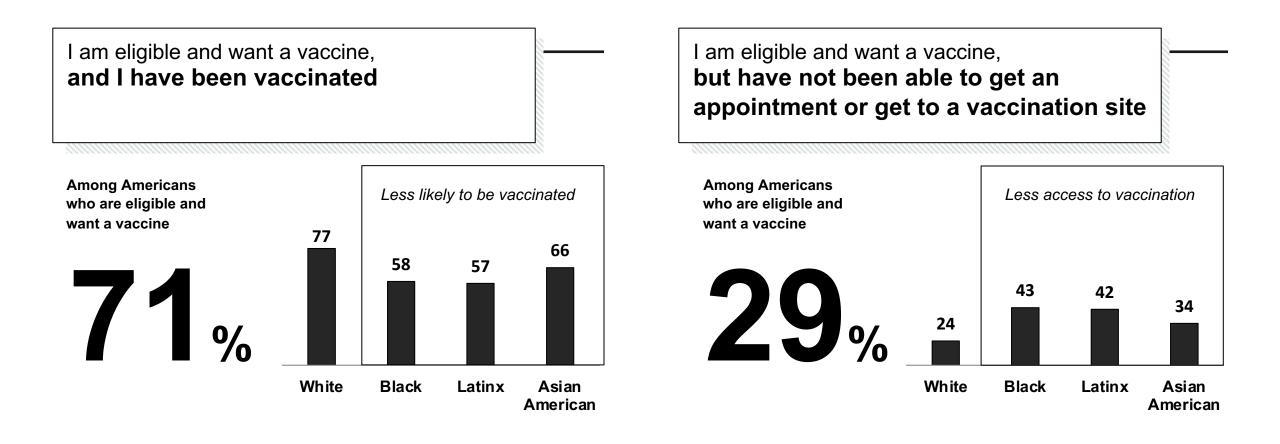
2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. CV1_Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. General population, U.S., and by demographics.

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RACIAL AND ETHNIC DISPARITIES IN VACCINE ACCESS

Among the 42% of Americans who are eligible (as of March 7, 2021), and want to get vaccinated...



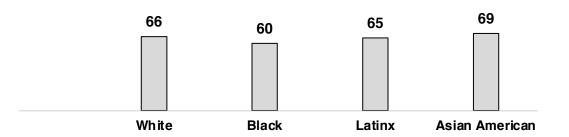
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PARTISAN AND DEMOGRAPHIC DISPARITIES IN VACCINE CONFIDENCE

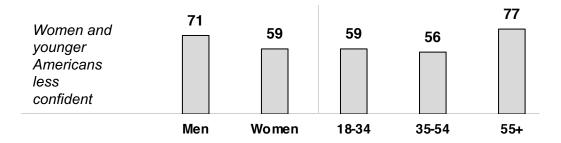
Percent of Americans who agree

The COVID-19 vaccines currently available are safe and effective for people like me

Communities



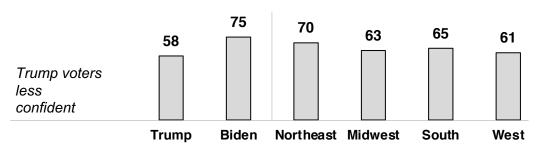
Gender | Age





U.S. general population

Voted for.. | Region



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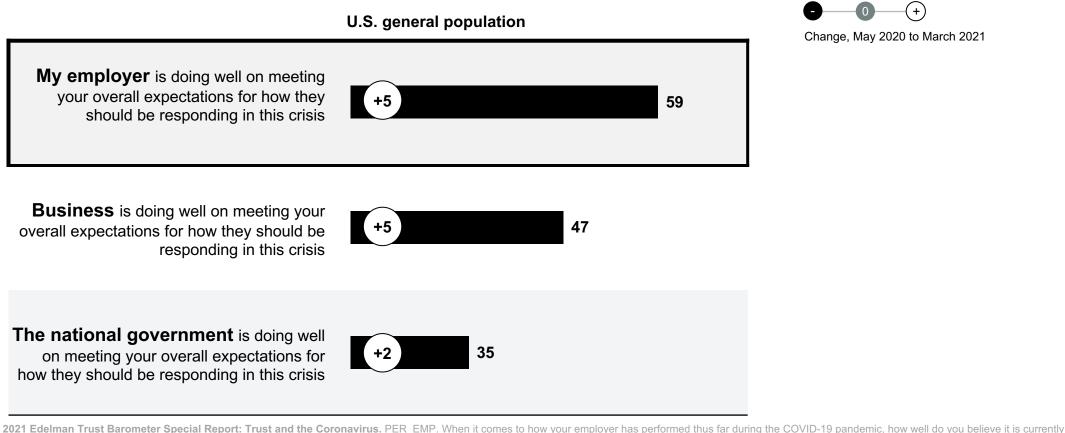
2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. CV1_Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. General population, U.S., and by demographics.

A CRITICAL ROLE FOR BUSINESS AND EMPLOYERS

Since May 2020,

EMPLOYERS MOST TRUSTED ON PANDEMIC RESPONSE

Percent of Americans who say each are doing well on meeting overall expectations



2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. PER_EMP. When it comes to now your employer has performed thus far during the COVID-19 pandemic, how well do you believe it is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked among those who are employed (Q43/1). NEW_PER_BUS. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe business in general is currently doing each of the following? 5-point scale; top 2 box, doing well. NEW_PER_NATGOV. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe business in general is currently doing each of the following? 5-point scale; top 2 box, doing well. NEW_PER_NATGOV. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe the national government of your country is currently doing each of the following? 5-point scale; top 2 box, doing well. General population, U.S. These questions were tracked back to the 2020 Trust Barometer Special Report: Spring Update.

BIPARTISAN APPROVAL OF EMPLOYER PANDEMIC RESPONSE

Percent of Americans who say each are doing well on meeting overall expectations

	U.S. general population	Trump voters	Biden voters
My employer is doing well on meeting your overall expectations for how they should be responding in this crisis	59	58	59
Business is doing well on meeting your overall expectations for how they should be responding in this crisis	47	48	44
The national government is doing well on meeting your overall expectations for how they should be responding in this crisis	35	33	45

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. PER_EMP. When it comes to how your employer has performed thus far during the COVID-19 pandemic, how well do you believe it is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked among those who are employed (Q43/1). NEW_PER_BUS. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe business in general is currently doing each of the following? 5-point scale; top 2 box, doing well. NEW_PER_NATGOV. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe the national government of your country is currently doing each of the following? 5-point scale; top 2 box, doing well. General population, U.S., and by Trump and Biden voters. These questions were tracked back to the *2020 Trust Barometer Special Report: Spring Update.*

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EMPLOYEES WANT REGULAR, TRUSTWORTHY PANDEMIC INFORMATION

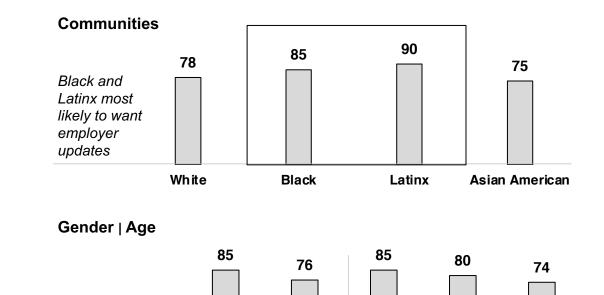
Percent of Americans who agree

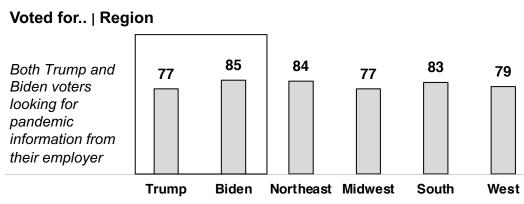
I want my employer to provide information related to the pandemic and the COVID-19 vaccines **weekly or more**

81%

U.S. general population

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q10. How often would you like to be updated by your employer on issues related to the pandemic and the COVID-19 vaccines? Codes 1-4, once a week or more. Question asked among those who are employed (Q43/1). General population, U.S., and by demographics.





Women

18-34

35-54

Men



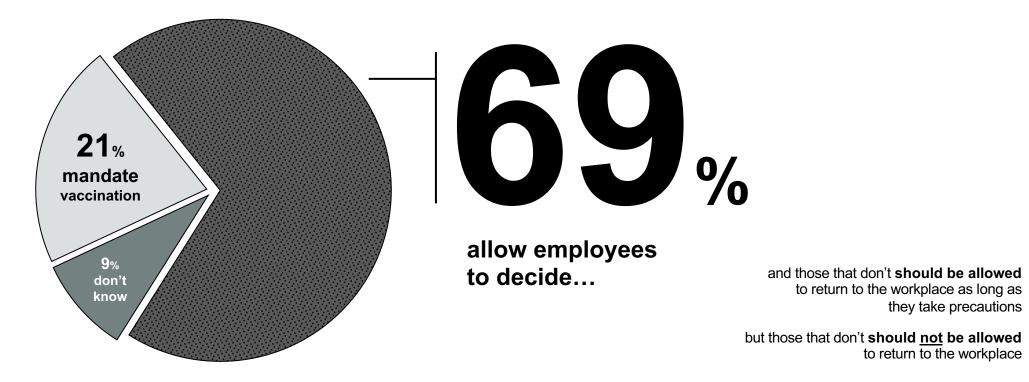
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55+

AMERICAN EMPLOYERS SHOULD AVOID IMPOSING A VACCINE MANDATE

Which best describes your beliefs about employees getting vaccinated?

In regards to the vaccine, employers should...



2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. VAC_WORK. Which of the following best describes your beliefs about employees getting vaccinated? General population, U.S. "Allow employees to decide..." is a sum of codes 2 and 3.

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41%

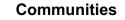
28%

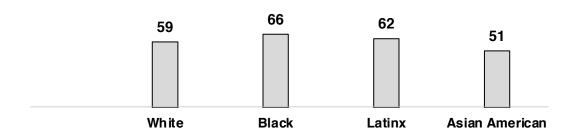
EMPLOYERS SHOULD AVOID IMPOSING A RETURN TO WORKPLACE MANDATE

Percent of Americans who agree

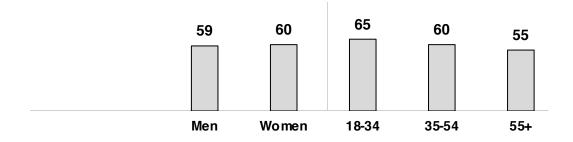
Employers should not force employees to return to the workplace

if they want to work from home because they fear catching COVID-19

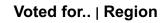


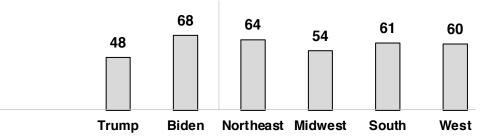


Gender | Age









U.S. general population

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. CV1_Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. General population, U.S., and by demographics.

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RESTORING TRUST ESSENTIAL TO THE POST-PANDEMIC RECOVERY PLAN

1	2	3	4	5
Recognize that Americans continue to fear for their safety and are not yet ready to return to normal	Embrace bi- partisan trust of my employer to build confidence in the vaccine across communities	Communicate trustworthy information weekly or more often	Give employees a voice in re- imagining the workplace	Partner with government and other institutions to provide equitable and effective solutions

APPENDIX: DEMOGRAPHIC DATA

GOVERNMENT FAILING TO ADDRESS CRISIS OR PLAN FOR THE FUTURE

Percent of Americans who say the	national government is doing	well on ea	ach			u			18-34	35-54	t.
• • • • • • • • • • • • • • • • • • •	U.S. general population		White	Black	LatinX	Asian American	Men	Women	Ages 18	Ages 35	Ages 55+
Getting people vaccinated as quickly, safely and fairly as possible	n/a	43	41	51	50	37	45	41	37	41	48
Being a reliable source of useful, accurate information	+5	39	37	47	44	38	43	36	36	38	44
Preparing for the eventual recovery and figuring how to return things to normal	-1 33		31	42	39	31	37	30	29	32	38
Taking care of people who are suffering pandemic-related financial hardships	-2 32		29	41	41	36	36	30	30	33	34

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. NEW_PER_NATGOV. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe the national government of your country is currently doing each of the following? 5-point scale; top 2 box, doing well. General population, U.S., and by demographics. This question was tracked back to the *2020 Trust Barometer Special Report: Spring Update.*

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Since May 2020,

IMPROVED MARKS FOR BUSINESS PANDEMIC RESPONSE

Percent of Americans who say business in general is doing well on each of the following Ages 18-34 Ages 35-54 American 55+ Women LatinX Asian White Black Ages Men **U.S.** general population Change, May 2020 to March 2021 Implementing safety measures +9 55 56 50 55 52 58 52 50 53 60 to protect both workers and customers Preparing for the eventual recovery +5 44 45 43 49 42 47 41 and figuring how to return things to normal Being a reliable +3 40 40 39 49 32 43 38 39 42 41 source of useful and accurate information Making sure workers are fairly compensated for the extra risks and hardships they are facing in 35 34 31 31 37 37 33 n/a 40 41 40 their jobs during a pandemic

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. NEW_PER_BUS. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe business in general is currently doing each of the following? 5-point scale; top 2 box, doing well. General population, U.S., and by demographics. This question was tracked back to the 2020 *Trust Barometer Special Report: Spring Update.*

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MAJORITY APPROVE OF EMPLOYER PANDEMIC RESPONSE

Percent of Americans who say their employer is doing well on each of the following 35-54 Ages 18-34 American 55+ Women LatinX Asian White Black Ages Ages Men **U.S.** general population Change, May 2020 to March 2021 Taking care of the safety of their workers, +6 61 64 including making sure that essential employees 54 55 63 58 65 55 61 74 have access to personal protective equipment Not pressuring people to return n/a 59 60 52 57 71 58 61 55 57 73 to the workplace before they feel safe and ready Preparing for the eventual recovery 59 n/a 61 54 55 63 57 61 55 56 72 and figuring how to return things to normal Being a **reliable** +6 58 70 58 56 63 58 59 56 54 54 source of useful, accurate information

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. PER_EMP. When it comes to how your employer has performed thus far during the COVID-19 pandemic, how well do you believe it is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked among those who are employed (Q43/1). General population, U.S., and by demographics. This question was tracked back to the *2020 Trust Barometer Special Report: Spring Update.*

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Since May 2020,

EMPLOYERS MOST TRUSTED ON PANDEMIC RESPONSE

Percent of Americans who say each are doing well on meeting overall expectations

- 0 + Change, May 2020 to March 2021	U.S. general population		White	Black	LatinX	Asian American	Men	Women	Ages 18-34	Ages 35-54	Ages 55+
My employer is doing well on meeting your overall expectations for how they should be responding in this crisis	+5	59	63	55	54	52	55	63	51	58	76
Business is doing well on meeting your overall expectations for how they should be responding in this crisis	+5 47		48	44	56	34	51	44	45	46	51
The national government is doing well on meeting your overall expectations for how they should be responding in this crisis	+2 35		33	45	39	36	38	33	32	33	40

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2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. PER_EMP. When it comes to how your employer has performed thus far during the COVID-19 pandemic, how well do you believe it is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked among those who are employed (Q43/1). NEW_PER_BUS. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe business in general is currently doing each of the following? 5-point scale; top 2 box, doing well. NEW_PER_NATGOV. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe the national government of your country is currently doing each of the following? 5-point scale; top 2 box, doing well. General population, U.S., and by demographics. These questions were tracked back to the *2020 Trust Barometer Special Report: Spring Update*.

AMERICANS RELYING LESS ON NEWS OUTLETS FOR PANDEMIC INFORMATION

Percent of Americans who get in			an		~	8-34	35-54	5+		
- 0 + Change, March 2020 to March 2021	U.S. general population	White	Black	LatinX	Asian American	Men	Women	Ages 18-34	Ages 3	Ages 55+
Major news organizations	(-21) 42	45	36	35	44	44	41	33	36	55
CDC	-5 40	40	39	35	46	39	41	36	33	48
My doctor or healthcare provider	+15 28	28	23	30	20	29	26	25	25	32
Local government sources	+6 26	25	28	28	31	26	26	22	24	31
National government sources	(-1) 24	24	26	24	30	26	23	23	21	28

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q4. Where are you getting most of your information from about this virus? Pick all that apply. General population, U.S., and by demographics. This data was tracked back to the 2020 Trust Barometer Special Report: Trust and the Coronavirus.

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DOCTORS, SCIENTISTS MOST TRUSTED FOR VACCINE INFORMATION

Percent of Americans who trust each source to tell the truth about the COVID-19 vaccines

	U.S.	WHITE	BLACK	LATINX	ASIAN	MALE	FEMALE	18-34	35-54	55+	BIDEN	TRUMP	NORTHEAST	MIDWEST	SOUTH	WEST
My doctor or healthcare provider	76	78	70	72	73	79	72	70	69	85	81	73	78	77	73	77
Scientists	70	72	68	66	72	75	66	69	66	75	82	57	76	72	65	73
Public health officials	63	63	62	62	71	67	59	62	58	67	75	48	65	65	58	65
Doctors and other health experts you follow online	62	63	54	63	71	67	58	64	60	63	69	58	64	61	59	66
A person like yourself who has taken the vaccine	55	57	51	58	52	58	53	54	53	59	61	54	57	56	54	55
The CEO of the organization you work for	55	57	53	54	48	61	49	59	53	54	59	51	57	52	56	55
Government officials	43	43	45	47	44	49	38	47	43	41	55	31	48	42	43	42
Journalists	43	42	46	47	45	47	38	46	42	41	56	26	47	43	40	44
CEOs in general	34	32	34	41	36	41	27	43	34	26	37	33	34	31	34	35
Celebrities	24	22	32	33	23	28	21	36	29	11	30	19	27	21	25	25

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q13. Please indicate how much you trust each of the following sources to tell you the truth about COVID-19 vaccines. 9-point scale; top 4 box, trust. General population, U.S., and by demographics. Journalists is an average of attributes 8 and 9. "The CEO of the organization you work for" asked among those who are employed (Q43/1).

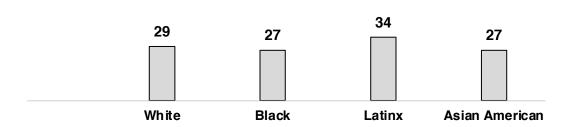
APPENDIX: SUPPLEMENTARY DATA

LESS THAN 1 IN 3 AMERICANS BELIEVE WE WILL BE BACK TO NORMAL THIS YEAR

Percent of Americans who agree

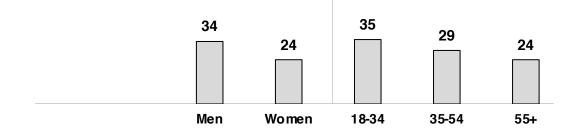
by the end of 2021

Communities



Gender | Age

Voted for.. | Region



29%

Everything will be back to normal

U.S. general population

2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. BELIEFS. Which of the following statements express your beliefs? Pick all that apply. General population, U.S., and by demographics. Data is a net of attributes 6 and 7.

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Since Jan 2021,

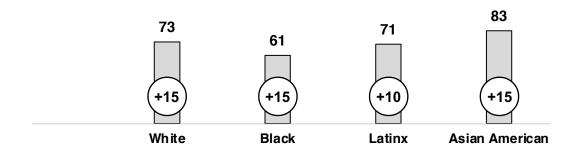
VACCINE WILLINGNESS INCREASES

Percent of Americans who say they will take the COVID-19 vaccine within the next year

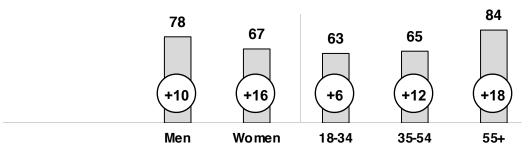
+

Change, Jan 2021 to March 2021

Communities



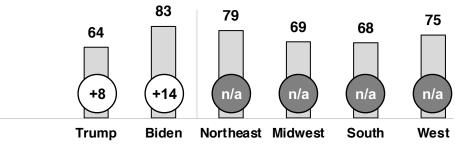
Gender | Age





U.S. general population





2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. VACCINE1. When a COVID-19 vaccine becomes available to you will you take it? Sum of code 1, yes as soon as possible; code 2, yes, within a year. General population, U.S., and by demographics. This data was tracked back to the *2021 Edelman Trust Barometer*.

Edelman

Since May 2020,

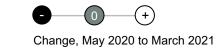
CONTINUED SUPPORT FOR PANDEMIC-RELATED SOCIAL DISTANCING MEASURES

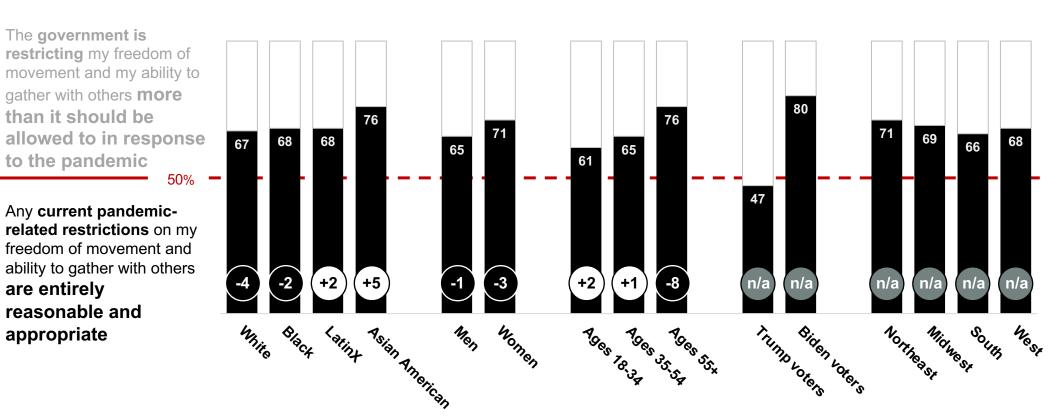
Which do you agree with more?

-2 pts

U.S. general population

32%

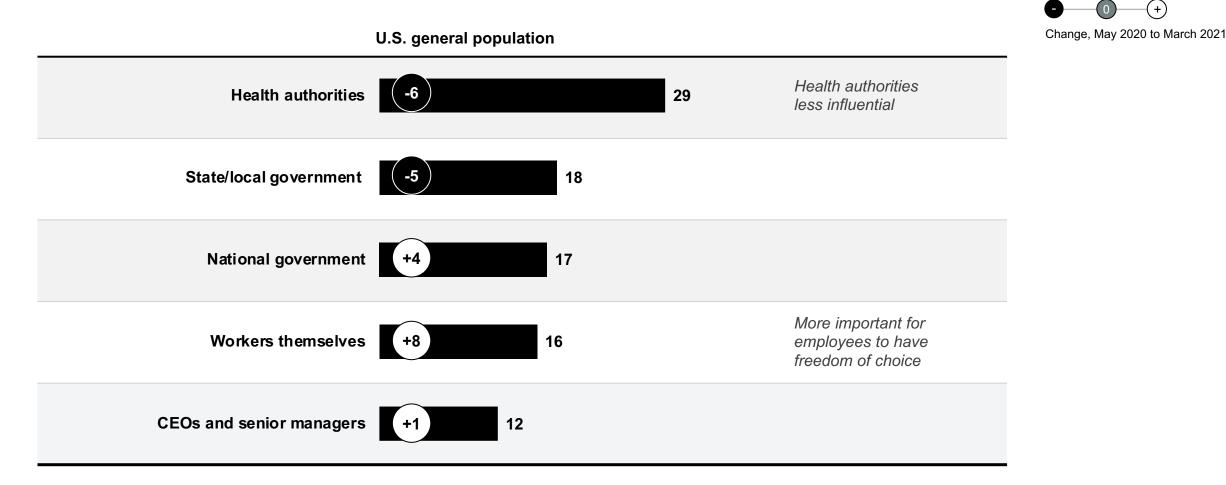




2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. GOV_CHOICE. You are about to see a series of two choices. For each pair, we want you to choose the one that you agree with more. General population, U.S., and by demographics. This question was tracked back to the 2020 Trust Barometer Special Report: Spring Update.

NO CONSENSUS ON WHO SHOULD LEAD ON THE RETURN TO WORKPLACE DECISION

Percent of Americans who say each should lead in making return to work decision:



2021 Edelman Trust Barometer Special Report: Trust and the Coronavirus. RET_WORK. On what basis should businesses and organizations in your country decide when it is time for employees to return to the workplace? General population, U.S. This question was tracked back to the 2020 Trust Barometer Special Report: Spring Update.

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Edelmar